



**City of Long Beach**  
**LOBBYIST SEMI-ANNUAL REPORT**

RECEIVED  
CITY CLERK  
LONG BEACH, CA  
15 JUL 14 AM 9:58

**INSTRUCTIONS**

1. Fill out form
2. Sign and date
3. File with the City Clerk by due date with payment enclosed, along with any applicable late fees.

Long Beach City Clerk's Office  
333 W. Ocean Blvd.  
Long Beach, CA 90802  
Tel. (562) 570-6101

- ☒ This is the semi-annual report for The Cherin Group / 13-023  
(Lobbyist Name) (Filer ID number)

Due on: ☒ July 15 ☐ January 15

- ☐ This is an amendment of the report filed on \_\_\_\_\_

**Section 1- Information About All Filers**  
(ALL LOBBYISTS MUST COMPLETE SECTION ONE)

**PART A. Type of Lobbyist:**

- ☒ **Contract lobbyist:** A person who engages in lobbying on behalf of one or more clients (acting individually or through agents, associates, employees or contractors) and who has received or has entered into an agreement for compensation of \$3,200 or more ("threshold compensation") for engaging in lobbying during any consecutive three-month period. (Complete Sections 1 and 2.)
- ☐ **Business or organization lobbyist:** Any business or organization, whose owner(s), officers(s) or employee(s) carry out lobbying on its behalf, in an aggregate amount of fifty (50) hours or more within any three month period, whether or not such officers or employees are specifically compensated to engage in lobbying; provided that the activities of officers shall be considered lobbying only if those officers receive compensation by the business or organization beyond reimbursement for their reasonable, travel, meals or incidental expenses. (Complete Sections 1 and 3.)
- ☐ **Expenditure lobbyist:** A person who makes payments or incurs expenditures of five thousand dollars (\$5,000) or more during any calendar year in connection with carrying out public relations, advertising or similar activities with the intent of soliciting or urging, directly or indirectly, other persons to communicate directly with any City Official in order to attempt to influence legislative or administrative action. The five thousand dollar (\$5,000) threshold shall not include: (a) compensation paid to contract lobbyists or employees of lobbying; or (b) dues payments, donations, or other economic consideration paid to an organization, regardless of whether the dues payments, donations or other economic consideration are used in whole or in part to lobby. (Complete Sections 1 and 4.)



**City of Long Beach**  
**LOBBYIST SEMI-ANNUAL REPORT**

**PART B. Registration Update & Fees Due:**

Each registrant shall also pay \$25.00 per client for whom lobbying is undertaken for compensation in excess of \$500.00.

List new clients (clients that have not been previously reported):

---

---

---

---

---

---

---

Number of new clients registered: 0

Client Registration total: \$ N/A

Make checks payable to "City of Long Beach".

---

**PART C. Verification of Person Responsible for Report Preparation:**

Print Name: Alex Cherin / The Cherin Group

Title: owner

Address: 3755 California Ave. Long Beach, CA 90809

Daytime Telephone Number: 562-480-7334

Email: Cherinalex@aol.com

I have used all reasonable diligence in preparing this report. I have reviewed all the sections and to the best of my knowledge the information contained herein is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date: 7/7/15 Signature: [Signature] Filer ID number 13-C23





## Fax Cover Sheet

Date 7/14/15Number of pages 4 (including cover page)

## To:

Name Diane Doss  
Company City of Long Beach  
Telephone (562) 570-5103  
Fax (562) 570-6789

## From:

Name Alex Cherin  
Company Cherin Group  
Telephone 562-480-7334

Comments Lobbyist registration as discussed  
for The Cherin Group



Fax - Local Send



Fax - Domestic Send



Fax - International Send

fedex.com 1.800.GoFedEx 1.800.463.3339